

IN THE CLAIMS

1. (Cancelled)

2. (Previously Presented) The system of claim 13, wherein:

said broadcast multimedia program content comprises at least one of (a) streamed audio data, (b) streamed video data, (c) voice representative data, (d) voicemail data, and (e) a radio or video broadcast.

3. (Previously Presented) The system of claim 13, wherein:

said scheduler receives and pre-caches advertisements from multiple sources to provide candidate advertisements for selection of said designated advertisement for insertion in said selected multimedia program content at said scheduled insertion time.

4. (Previously Presented) The system of claim 13, wherein:

said scheduler schedules insertion of said designated advertisement into said multimedia program content based on at least one of (a) scheduling information provided by a broadcast source of said selected broadcast multimedia program, and (b) scheduling information provided by a source of said designated advertisement.

5. (Original) The system of claim 4, wherein:

said scheduling information contains advertisement scheduling information covering multiple broadcast multimedia programs.

6. (Original) The system of claim 4, wherein:

said scheduling information provided by a broadcast source comprises at least one of (a) information indicating time slots available for advertisement insertion in said broadcast multimedia program, (b) markers in said selected broadcast multimedia program indicating an

advertisement insertion time slot, and (c) information for identifying advertisement insertion time slots from time stamp indications.

7. (Previously Presented) The system of claim 13, wherein:

said multiplexer repeats said composite program datastream by mapping stored data comprising said composite program datastream to provide multiple stored copies of said composite program datastream for coupling to multiple users to enable scalable expansion of broadcast of said composite program datastream.

8. (Previously Presented) The system of claim 13, wherein:

said multiplexer tracks a user connection and maintains a database of user connection related statistics comprising at least one of (a) user favorite program sources, (b) number of advertisements broadcast, (c) number of users receiving said composite program datastream, and (d) length of user connection to a particular composite program datastream.

9. (Previously Presented) The system of claim 13, wherein:

said multiplexer dynamically reallocates advertisements targeted to a user during broadcast of said composite program datastream in response to a command by selecting an advertisement from a plurality of available advertisements of duration suitable for a time slot at said scheduled insertion time.

10. (Original) The system of claim 9, wherein:

a locally sourced advertisement is selected for said time slot in preference to a non-locally sourced advertisement.

11. (Original) The system of claim 10, further comprising:

an error processor operable to parse said composite program datastream to detect error, and including an error concealment function operable to reduce the consequences of a detected error.

12. (Previously Presented) The system of claim 13, further comprising:

a user profile database operable to allocate one of a plurality of available different advertisements for a delivery to an individual user based on previously compiled user preference data in said user profile database; and

a data acquisition processor operable to compile user preference information used in said user profile database based on prior user program selection history.

13. (Currently amended) A system for processing broadcast multimedia program content and advertisements to provide a composite program datastream having multimedia data content and user targeted advertisements to multiple different users, comprising:

a ~~condition access~~ processor operable to select data in a first encoded format from a broadcast source from a multiple determine authorization of multiple broadcast sources to concurrently provide broadcast multimedia program content to the system, wherein said broadcaster transmits data corresponding to a broadcast in said first encoding format and the same broadcast in a second encoding format

a scheduler operable to schedule time of insertion of a designated advertisement into selected broadcast multimedia program content; and

a multiplexer operable to provide multiple users with individualized composite program datastream by performing in parallel for multiple users;

insertion of a designated advertisement into a selected multimedia program content at a scheduled insertion time to form a composite program datastream; and

coupling of said composite program datastream to a corresponding user of the multiple users.

14. (Currently amended) The system of claim 13 additionally comprising a conditional access processor to determine the authorization of multiple broadcast sources and, wherein:

said conditional access processor determines authorization of a broadcast source to provide broadcast multimedia program content based on at least one of (a) a broadcaster ID, ~~and (b) a password.~~

15. (Currently amended) The system of claim 13 additionally comprising a conditional access processor to determine the authorization of multiple broadcast sources and, wherein:

said conditional access processor includes a decryption function to decrypt at least one of (a) encrypted broadcast multimedia program content, and (b) an encrypted authorization code or password.

16. (Original) The system of claim 13, wherein:

said multiplexer repeats said composite program datastream by mapping stored data comprising said composite program datastream to provide multiple stored copies of said composite program datastream for coupling to multiple users to enable scaleable expansion of broadcast of said composite program datastream.

Claims 17-21 (cancelled)

22. (New) The apparatus of Claim 13, wherein said first encoding format and said second encoding format are streamed audio formats.

23. (New) The apparatus of Claim 13, wherein said first encoding format and said second encoding formats are video formats.

24. (New) The apparatus of Claim 13, wherein said claimed data is transmitted as frames of data.

25. (New) A method for processing broadcast multimedia program content and advertisements to provide a composite program datastream having multimedia data content and user targeted advertisements to multiple different users, comprising:

selecting data in a first encoded format from a broadcast source from a multiple broadcast sources to concurrently provide broadcast multimedia program content to the system, wherein said broadcaster transmits data corresponding to a broadcast in said first encoding format and the same broadcast in a second encoding format

scheduling a time of insertion for a designated advertisement into selected broadcast multimedia program content; and

transmitting in parallel to multiple users an individualized composite program corresponding to each user by inserting said designated advertisement into a selected multimedia program content at a scheduled insertion time to form said composite program datastream corresponding to said each user.